

Business rates are **42% lower** than London

- A strong and varied development pipeline, offering opportunities across commercial, residential and mixed use schemes.
- Internationally connected location, with easy access to Heathrow and Gatwick airports, the Channel Tunnel and Port of Dover, plus excellent road links via the M20.
- Just 38 minutes from London by high speed rail, positioning Ashford within the capital's economic orbit at a significantly lower cost base.
- Workforce salary is 32% lower than London and house prices are 38% cheaper than London.

## Why invest in Ashford



**38 minutes to London**

Just 38 minutes from central London by train, Ashford offers all the advantages of London without the cost or congestion.

With fast transport connections, millions in inward investment and a vibrant cultural scene, Ashford is one of the South East's most compelling growth locations.

**Welcome to Ashford – the location that has it all**



## Why work in Ashford

- **Exceptional connectivity**, including high speed rail linking Ashford to London in just 38 minutes.
- **A dynamic and growing business community**, home to thriving tech, creative, hospitality, logistics and professional services sectors.
- **A diverse range of commercial space**, from flexible start up units to large scale premises, including the flagship Commercial Quarter next to the international station.
- **An enviable work-life balance**, combining modern workplaces, more affordable housing and a high quality of life set within the Kent countryside.

"We chose Ashford as we love the philosophy, forward thinking approach and vision of attracting creative businesses."

Shai  
Mont58 Coffee



## Why live in Ashford

- **House prices are a third lower than London**, offering strong value for money while remaining highly connected.
- **A rare blend of town, countryside and coast**, with the Kent coast and rolling rural landscapes all within easy reach.
- **Exceptional green and natural assets**, including 47+ acres of parks and waterways and easy access to the Kent Downs and High Weald National Landscapes.
- **A strong education pipeline**, from early years through to a £26m further education campus at Ashford College, plus close proximity to multiple university campuses in Canterbury.
- **A recognised retail and leisure destination**, anchored by Ashford Designer Outlet with over 100 brands, alongside a growing food, culture and events scene.

House prices are a **1/3 lower** than London



## Business Support in Ashford

Ashford offers a wide range of support services designed to help new startups, growing SMEs, and relocating businesses thrive. Whether you need guidance, training, workspace, or growth programmes, Ashford's business ecosystem has you covered.

Businesses in Ashford can access a range of local support, from numerous networking groups to advice and funding through the Kent & Medway Growth Hub, including opportunities like the Kent & Medway Business Fund. Ashford Borough Council also offers a dedicated point of contact within its Economic Development team, providing personal support and signposting on everything from regulations to growth opportunities.

To get in touch, call **01233 330399** or email [economicdevelopment@ashford.gov.uk](mailto:economicdevelopment@ashford.gov.uk).

For more information on the developments in this document please visit:

[ashfordfor.com](http://ashfordfor.com)



All information stated in this document is correct at time of printing and subject to change without notice.

**ASHFORD**



Invest • Work • Live



## Why businesses choose Ashford

- **Outstanding connectivity**, with high speed rail to London in just 38 minutes and strong international links.
- **A business friendly environment**, backed by a proactive local authority focused on growth and investment.
- **A compelling business ecosystem**, offering tailored advice, training and funding guidance for start ups, scale ups and established firms.
- **A compelling work-life balance**, combining modern workspaces, more affordable house prices and the quality of life offered by the Kent countryside.



"Ashford provides the perfect foundation for Kentec Training's growth. A well-connected, business friendly borough, with a clear vision for the future"

Steve Booker  
Managing Director of Kentec Training

## Our Storytellers

Discover the people and businesses behind major investment, thriving enterprises and the community that makes Ashford a place to live, work and grow.

### Jasmin Vardimon

Jasmin Vardimon Company is an internationally recognised dance theatre leader, known for bold productions and learning programmes. Now based at JV H.O.M.E in Ashford's Creative Enterprise Quarter, it creates world-class work while supporting the town's growing cultural and creative economy.

### Mont58 Coffee

Mont58 Coffee is an award-winning, independent roaster founded by Maya and Shai, rooted in sustainability and community. Relocating from London to Ashford, it found space to grow and now operates from the Creative Enterprise Quarter, expanding capacity and reach.

### Coty

Coty is a leading global manufacturer of fragrances, skincare and cosmetics, with a long-established Ashford operation. Chosen for its skilled workforce and strong connectivity, it employs a significant number of people, supporting the town's industrial economy and local employment.

### Premier Foods

Premier Foods operates a major production facility in Ashford, supporting national supply chains. Strong transport links, skilled labour and proximity to distribution routes make it an efficient base for large-scale manufacturing, enabling investment, operational efficiency and sustained local employment.

### Gusbourne

Gusbourne is one of England's most prestigious wine producers, with its cellar door, The Nest, near Ashford. Excellent connectivity attracts visitors, supporting wine tourism, hospitality and retail, and helping position Ashford as a destination for premium food and drink experiences.

"Ashford is a fast-changing town and borough - creativity plays an important role in this transformation."

Sarah Dance, Anna McCrickard  
Jasmin Vardimon

### Park Mall




- Redevelopment opportunity
- Residential led, mixed use regeneration site
- Located in the heart of the town centre
- £140m potential development value

### Ashford College - Phase 3



- 1,800 sq m planned campus extension
- 1,300+ students supported on site
- New classrooms and student amenities proposed

### Ashford Odeon




- 1936 Art Deco landmark on Ashford High Street, retained and restored as a heritage asset
- 150-200 capacity flexible cultural venue with performance space, gallery and café/bar planned
- £7.5m total capital investment – phased deliverable regeneration with enabling works underway

### Civic Centre Redevelopment




- Council led conversion for 60 apartments
- Capital cost of £18m
- Planned to be completed by 2028

### Victoria Road



- 400 residential units across two phases
- Contemporary town centre living
- Starlight Investments Development

### Elwick Place (Phase 2)



- 200 new homes with full planning permission
- Residential property comprises of 26 duplex, 59 x 1 bed flats and 104 x 2 or 4 bed flats

### Kent Woolgrowers



- 1.2-hectare regeneration site at the heart of the Commercial Quarter
- New, affordable homes
- 160 properties across four blocks
- 16 x 1 bed apartments and 24 x 2 bed flats
- £47m capital cost
- Council led development for social and affordable housing
- Completion expected between 2029 and 2030

### Newtown Works Regeneration site



- Regeneration site bringing back a heritage and historic site for Ashford
- Site has benefitted from Levelling Up Funding
- Bought forward jointly by Ashford Borough Council and Quinn Estates
- Development proposes to see the creation of 800 new homes

### Ashford International Station Zone




- In the heart of Kent, just 38 minutes by highspeed train from London
- Catchment area of more than 140,000 people
- Station-led regeneration geography of approximately 33 hectares
- Commercial and residential potential
- Growth and reconfiguration of the station areas
- Supporting the expansion of education facilities
- Supporting the return of International rail services

### Infinity Ashford




- 200+ homes with full planning permission
- Prominent station-adjacent site
- Branded as Infinity Ashford in honour of John Wallis
- Developed by A Better Choice for Property Ltd

### Brompton Bikes



- Revolutionary new factory and HQ for global brand
- Ambitions to produce over 200,000 bikes from Ashford
- Designed by renowned architect Guy Hollaway
- Net zero ambitions
- £100 million investment for local area
- Will support up to 4,000 jobs

### Ashford Designer Outlet



- 100+ luxury brands
- 15 restaurants and cafes
- Over 3.5million annual visitors

SOUTH OF ASHFORD GARDEN COMMUNITY

M20 (J10 & J10A)  
FOLKESTONE & DOVER

M20 (J9)  
LONDON

CANTERBURY

